

The KWTO DIAL

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The Dial is published the first of every month and serves radio fans in more than 100 counties in Missouri, Kansas, Arkansas and Oklahoma, as well as former Ozarkians in other states who are old friends of Radio Station KWTO.

If the numbers 10-50 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.



★ NEW ANNOUNCER

He's everything George Earle's column this month says he is, and more besides. Dick Buckley comes to us from Indianapolis by way of WFBM and WFBM-TV. He's 26, hails from Decatur where his father is a supervisor at the General Electric plant, attended Indiana U., spent three years in Air Force and Armed Forces Radio during the war.

INSIDE AT THE STUDIO . . . DAILEY'S DOINGS OF KWTO PERSONALITIES

Les Kennon proved his super-salesmanship when his copper-colored cocker spaniel, Buff's Muff, presented Les and Ruth with seven puppies. We heard the merits of these mite-sized mastiffs extolled all day long until all were sold . . . Edna Boyle, mail clerk and Dial office assistant, took a copper one, Chuck and Bunny Hesington a black one for Craig Charles and Bonnie Sharon. Chuck copied a handsome red dog house he saw advertised at \$46 for just \$1.50, using an old barrel. "That," Bunny says of it, "is good enough for people!"

Derrel Friend, who became interested in Assembly of God evangelical work two years ago, has just finished conducting a revival at Faith Assembly of God church in Springfield . . . Slim, Ada and John Wesley Wilson will soon load up their new Chevrolet Bel-Aire, one of those two-toned cream and gray-green jobs with as much window space as a department store, and head for Hardy, Neb., where Ada's brother lives. John Wesley has been promised a pheasant hunt there for several years. "The birds are so thick the season has been extended 30 days," Slim reports. "What's more, they'll have to be

thick for me to hit 'em!" . . . A good neighbor gesture has made Slim a quick-change artist. He's been leaving the studio at 3:45 every day, changing clothes in the car, as he drives (cops please take no note), hopping out of the car at a friend's farm south of town, and relieving a man on the hay-baler until dark . . . That car, by the way, has his name on each door—in gold.

Thelma Robertson's brush with the law had an interesting twist. As she backed into a parking space, her car was struck by another, and the police were called so that the accident could be reported and the fault determined. The driver of the second car was insistent, since he had the right-of-way, that Thelma be given a ticket and held responsible for the damage to his car. "I wouldn't argue it that way, if I were you," suggested the friendly policeman. "I could also give you a ticket for driving 45 miles an hour in a 20-mile zone" . . . Thelma thanked him for his kindness. "That's all right," he smiled. "You and Lonnie can sing me a song tomorrow morning."

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OZARKS HIGH SCHOOLERS

WILL BE STARS ON
HISTORICAL QUIZZES

Continuity Chief George Earle, Sales Manager Ray Keltner and Publicity Director Bill Bailey put their heads together last summer and came up with one of KWTO's most educational and interesting series of programs, starting Oct. 7. They are quiz broadcasts, conducted in tournament form between high school teams of Southwest Missouri, and will be called "Know Your Presidents," with Bill as quiz-master. At least half the questions given the two participating teams each Saturday morning at 11:15 will be taken directly from the Edward Arnold "Mr. President" program of the previous Sunday. Both "Know Your Presidents" and "Mr. President" are being sponsored by the Globe Realty Co. (Arnold, and the first prize trophy, are pictured at right.)

The first 16 high schools to accept the invitation to enter teams of six students and compete for the prizes—\$10 cash each week \$75 and a gold presidential trophy to the finalist, \$25 to the runner-up—are:

Mansfield, Willard, Springfield, Scymour, Camdenton, Rogersville, Bolivar, Bois D'Arc, Ash Grove, Marshfield, Osceola, Ozark, Fordland, Cabool, Clever and Aurora.

Your enjoyment of these informative programs will be greatly enhanced if you pay special attention to the "Mr. President" dramatization, starring Edward Arnold over ABC-KWTO every Sunday afternoon at 1:30. Each



Sunday, as you know, he portrays events in the life of some former chief executive.

An interesting series? American Broadcasting Co. though so too, and as a result, Keltner won a free trip to Hollywood.

★ COVER STORY — A COLLECTION OF FRIENDLY, FAMILIAR KWTO FACES

On the cover, and below, and page 19, we've tried to give you a gallery of portraits that covers at least a third of the KWTO staff. (Did you realize we were so many?) You'll find many of your on-the-air friends here. On the cover, beginning in the lower left-hand corner and reading clockwise: Don McNeill, whose 17 years on ABC-KWTO via the Breakfast Club for Swift and Philco, and whose many visits to the Ozarks, make him practically a member of the family; Lou Black, Dale Parker, George Earle, Hollis Warren, Al Stone, May Kennedy McCord, Doc Martin, Mary Elizabeth Haden Davison, Junior

Haden, Slim Wilson, C. C. Williford and Carl Haden.

Below: Jimmy Haden, Junior Haworth, Buster Fellows and George Rhodes.

And on page 19, wrapped around a story on KWTO news services, beginning in the upper right corner: News Chief Floyd Sullivan, Newscaster Joe Slattery; Newsmen Leonard Rader, Vern Hawkins, Paul Glyn and Dick Shelton; news announcers Don Dailey and Paul Adams.



COME RIGHT IN

AND VISIT THE
ELLIS DAVISONS



The Davisons belong on the list of KWTO-ers, including Bob White, Reuel Haymes and Junior Harworth, whose appreciation of their own homes is doubled because they have done so much of their own building or decorating. Actually, Uncle Carl Haden, Mary Davison's father, planned most of the decorating of the white frame and buff brick veneer home that Mary and Ellis occupy at 2429 Windsor Drive, just around the corner from the Haden family home on Dollison. But all three of them, and Junior, pitched in with paint brushes, paper hanging and linoleum laying to make this modern home so bright and colorful. And Mama Haden lent both hands and sewing machine to the project.

Various shades of green are especially pleasing to Ellis and to all the Hadens, as a tour of the house will tell you. Two walls of the living room are dusty green, a third is a green trellised paper, the fourth is brown to accent the wood tones of mahogany door and mantle on the corner fireplace, of blond birch lamp tables and honey brown rug. Gray, melon and hunter's green are used to accent and complement this color scheme—a gray sectional sofa; two fireside arm chairs in hunter's green trimmed with gray fringe; a melon colored chair; lamps with shades in melon and gray, hunter's green and honey brown. Mary loves potted plants, plans an arrangement of ivy and geraniums for the birch table in front of the big picture window.

Mary's ultra-modern kitchen and her dining room have been decorated as a unit, with the floors of both covered in the same inlaid green and white linoleum; with one continuous wall of wood paneling painted in dusty green; and the same geometric wallpaper on both ceilings, although the rooms are separated by a shelving partition. Between kitchen and dining room is a breakfast alcove (shown in the picture) finished in knotty pine, with an indoor trellis at one end and two wall brackets holding glass



bowls of vines. It is here that Mary and Ellis share the breakfast he prepares every morning before work, since her work begins with the 6:30 a. m. Haden Trio program for Sunway.

"He's every bit as good a cook as I am," Mary laughingly confesses, "and always helps with the dishes."

Dining room draperies, like those in the living room, are burgundy with matching cornice boards. One whole wall of the dining room is draped—a wall of glass brick with a casement window set into it. Dining table, buffet, mirror and chairs are modern blond wood, the chairs covered in melon with a gray pattern. A geometric hanging shelf, fashioned in two interlocked squares, was made to order and Mary finished it herself in butternut blond. The rug is gray.

Principal accent in the kitchen is aqua—
(Continued on page SIXTEEN)

"FAIR AND WARMER" . . .

COLUMN OF COMMENT
BY C. C. WILLIFORD

From time to time in *The Dial* I have mentioned fishing, one of the principal attractions for the ever-increasing tourist trade this resort area enjoys. Famed Jack's Fork River in Shannon County was publicized recently when *Life Magazine* selected it for the best black bass fishing in America. The magazine article admitted that there would be some argument as to just which stream in the country was the best, for this species of game fish inhabits practically all clear Ozarks streams.

But practically everyone admits that our Missouri and Arkansas Ozarks originated one of the most unique and popular means of fishing—the now world-famous "Ozarks Float" or "float trip." There is some argument as to just where it originated. Some say it was started on the James River by the old Aurora Fishing Club soon after the turn of the century, and on a spot which is now Rock Haven Camp near the bridge just below Cape Fair. But now I have evidence that at least as early as the year 1901 "floating" was done on the Current River near Chilton in Carter County.

Edgar P. Mann, Springfield's most venerable and oldest living attorney, wrote me a most interesting letter:

"Beginning with the first day of 1901, I was a member of the Carter County Hunting and Fishing Club located on the Current River, near Chilton, Mo., and for 20 years president of the club. Current River in those days was, in my judgment, the best large- and small-mouthed bass fishing this country ever saw. We had no limit imposed by law on the catch in those days—we did not still fishing. We had flat-bottomed boats, flared at each end, and our boatman sat in the rear end and maneuvered the boat with a short paddle. The river was just proper width so that by floating in the middle we could cast to the shore on each side. We used wooden plugs but my favorite bait was two tandem hooks with a pork rind attached. Using this bait I once caught a black bass weighing seven pounds. We were always accompanied by a commissary boat carrying a big ice box, tents, baggage. I remember floating once from the Club House to Doniphan, Mo., with the late A. C. Dailey. We took out at Biggers, Ark. The people turned out there, made boxes for us and furnished us with an extra supply of ice, and we reached home with 90 bass after eating our fill on the trip. I am now 92 years old and my fishing days are over and I get to eat fish only when fishing friends from down at Lake Taneycomo bring us a supply. I am always listening when you

go on the air and especially when you talk fish or fishing."

And just a day or so ago I contacted another old-time fisherman, James W. Shipp of Springfield, now 83, who told me of a float trip that he took as early as 1895 with two friends, Fene Ebersall and Will Ferneau. They launched their home-made boat at the Campbell St. Bridge on the James and six weeks later ended their float at Batesville, Ark., way down on White River. Mr. Shipp graphically described how they would shoot all the quail and wild turkeys they wanted along that meandering float in the Gay Nineties. This six-week float I'm sure is the longest I have ever heard of, when fishing was really fishing and no limit on your creel. Not so in these modern, hectic days, when our fish and other wild life has been so exploited that creels and bag limit on game have been reduced to the lowest minimum ever known.

Lots of water has gone over the dam since my two venerable friends enjoyed their Ozark float trips, but among their sacred treasures are the memories of those days.

And now, 50 to 55 years later, although fish and game are not nearly so plentiful, Captain Hawk and his son Dave, nationally known bait casters and guides, are float trip operators at Harrison, Ark., and in spite of the ever-waning amount of fish they operate their float trips on a No-Fish-No-Pay basis on both the White and the Buffalo. Another nationally known operator is Jim Owen of Branson, who has acquired fame in magazine articles and pictures in leading publications and whose patrons have been many celebrities—movie stars, statesmen, and even an ex-president or two. Most every Ozarks clear water stream now has its float operators — on the James, Lyle Chamberlain of Cape Fair is one of the best-known, along with Harry Dillard of Galena. Wilbur Hicks of Forsyth and Elmo Hurst of Cotter, Ark., are also well known along the White. Others operate on the Gasconade, which empties into the Missouri River north of Springfield.

Yes, float fishing, as Capt. Hawk says, is a restful, lazy kind of a vacation—one of the laziest that has come to the attention of this modern day sportsman. But as you drift along, comfortably seated in a canvas chair, and feel the savage strike of an Ozarks Brownie—and its fighting, splashing, tail-walking antics in its effort to dislodge the bait and escape—the sport becomes not only thrilling but rugged. In the thrill of netting your catch as it gets close

(Continued on page SIXTEEN)



REUEL'S FLASHES IN THE PANORAMA

1. As our two top pictures this month will tell you, Slim Wilson, Bob White and Zed Tennis unselfishly set aside personal affairs and made KWTO's August visit to Burge Hospital Polio Ward. On the bed, a most enraptured member of their audience is Linda Homesley of Cassville, and standing up is Rudy Sweigert of Buffalo. The nurse in the background is Mrs. Bertha Stevens, and sharing the wheelchair are Leroy Miller, 6, of Van Buren, Mo., and Harry Stafford of Ava.

2. Jerry Highfell, 8, of Springfield, saved one of his two daily half-hours out of an iron lung for the KWTO visit. He is now out of it altogether.

3. Our most-requested picture: The Farm Hour gang. Doc Martin (far left) and Zed Tennis (behind that false nose and with his wrist in a sling) decided that the others looked much too serious and respectable, and tossed in their brand of comic relief. The others, from left: George Rhodes, Thelma and Lonnie Robertson, Junior Haworth, Dale Parker and Derrel Friend. Where's Eatherham? Camera-shy, as usual.

4. Here's Fritzie Bauer, 19-year-old daughter of KWTO's Chief Engineer Fritz Bauer, with the blue-ribbon pastel portrait of Albert Einstein that won her first prize at the Missouri State Fair, Sedalia, while the Bauers were off in California on a vacation. Fritzie, an SMS sophomore, won first place at the same fair last year with her portrait of Springfield Judge Guy Kirby.



EDITOR'S COLUMN

ed" business man with 75 or more employes has bought, from soulless experts, the idea that there is scant room for sentiment or sociability in business. He would be shocked and startled by a surface glimpse of the KWTO operation—the inter-office visiting, the impromptu get-togethers on the main staircase, the always-open door to the boss's office, the laughter that tumbles down the corridors half a dozen times a day, the carpet-slippers informality of the programs, the crowds of visitors from all over the Ozarks obstructing traffic in the lobby and the upstairs hall. "How on earth," he would ask, "do these people get any work done?"

The country doctor and the country pastor, he might remember, carry prodigious work loads and still have time for humanity and kindness. The whistle-stop storekeeper, who keeps his own books, orders his own stock and sweeps his own floor, still has time to inquire about Mr. Jones' health and drop off Mrs. Smith's party ice cream and cookies on his way home at night.

And KWTO, reflecting the tempo and spirit of the Ozarks, has managed to combine all the neighborliness and easy-going goodwill of the small town enterprise with big-time radio operation, carrying the heaviest advertising schedule and by far the biggest staff in the Ozarks, and carrying them gracefully. This achievement, which big city visitors describe as "unique," is the more remarkable when you consider that there has been no sacrifice of the precision and efficiency that a successful radio operation demands. It is just that human beings are more important than abstractions.

Around KWTO we work even harder than most city people in comparable jobs. But because the atmosphere is home-like instead of cold-storage-like, it doesn't show. We still have time to swap stories, pat visiting smallfry on the head, exchange a word on stock or crops or weather with our "company" from out of town, show a client—proudly—our surrounding streams and hills, saunter next door or across the street for coffee and to pass the time of day with Eula or Maudie or Frances.

And we have time never to forget that we are essentially "hillbilly," that the most important part of every KWTO-ers job is to be helpful and friendly; preserve and share neighborliness and the other simple, constant values of the Ozarks way of life.

Being a part of all this, and having a part in the expression of KWTO policy, has been an experience beyond description. It can be totted up in little things that

will be mightily missed—

The afternoon visits from News Chief Sully, bursting into my dark-green-walled office from across the hall, after the four o'clock news has gone to bed, with some bright bit of news or remembrance to color with his Irish wit . . . The girlish voice of "Lilibet"—Betty Low—whose 18-year-old intensity has given her a 30-year-old thoroughness as Dial Circulation Manager . . . Edna Boyle and Selby Coffeen, both of a cheerfulness that warms any room they enter . . .

Slim's pixie humor, Buster Fellow's dry, drawled remarks, the quiet charm of Lonnie and Thelma and the humble friendliness of Carl Haden . . . Bob White's placid good nature and the unpretentiousness of Derrel Friend and Doc Martin . . . Aunt Martha's gay call down the corridor . . . The seriousness, in three so young, of the Haden trio as they rehearse their programs . . . Junior Haworth's choked chortle when Eatherham surprises him with a line he hadn't counted on . . . Dale Parker's shy, oblique approach to the most improbable puns . . . Zed Tennes' noisy shirts, and his bounce as he sprints up the stairs with his chin in the air . . . The magnificent companionship of May McCord, seen all too seldom, and the unwaning pleasure of reading and editing her column month after month . . .

Ray Keltner hurrying out, bird-dog-like, on the trail of a new account, and never taking time to clean the downtown dust from his glasses . . . Shorty Thompson's guffaw, his tall tales, and Sue's serene way with him and with everyone . . . Bill Bailey's essential modesty and his enthusiasm . . . his inexhaustible supply of ideas . . . Don Dailey's irrespressible gaiety and the 4:24½ p. m. pantomime of Don, Paul Adams and Dick Buckley that was designed to addle an editor before she took to the air . . . Chuck Hesington's balanced and serious approach to life and to his work . . . Myrtie Dean Little's singing little voice and her grown-up-little-girl ways, and those of Genie Cain . . . The always cheerful and cooperative spirit of Alta McElroy, Carolyn Hughes, Loyd Evans . . . C. C. Keller's friendly visits . . . The sensitivity and culture that lie beneath Fritz Bauer's abstracted manner . . . Williford ambling in, his unpressed pockets overflowing with wonderful letters from his listeners . . .

The gentleness of Al and Lee Stone, and the spiritual stability that shines through everything they say and do . . . George Earle's magic way of making you feel better

(Continued on page THIRTEEN)

CROSSWORD PUZZLE

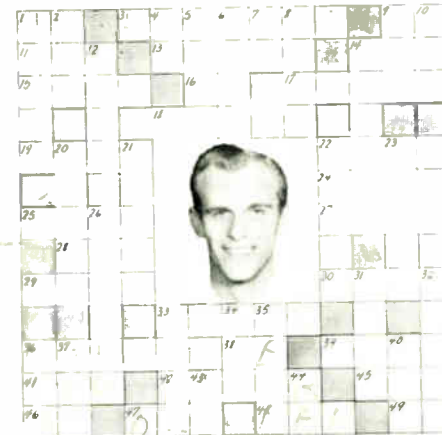
By Joe Slattery

ACROSS

1. and 3. Pictured star.
9. Egyptian sun god.
11. To feel bad.
13. Giver.
14. A type of bean.
15. Christmas (Fr.).
16. Office of Transportation (ab.).
17. To go in.
18. By oneself.
19. To box with the fists in practice. (Also the mast of a ship.)
22. Long, hollow tube.
24. Highest ranking playing card.
25. The noisiest instrument in the orchestra.
27. Contraction of "is not."
28. Feminine pronoun.
29. A combining form, from the Greek "telos," meaning "end."
30. The objective case of "they."
33. A strip of leather or cloth, buckled, worn by both men and women (pl.).
36. To take rhythmic steps to music.
38. Stenographer's abbreviation meaning "for example."
39. Scotch tribe.
41. Contraction of "it is."
42. Not now.
45. To cease to live.
46. Pronoun.
47. Not young.
48. The stronger sex (pl.).
49. Possessive first person pronoun.

DOWN

1. Lumber Company that sponsors May McCord on Sunday mornings.
2. River (Sp.).
4. After Death (ab.).
5. Sheep "fur."
6. Preposition meaning "upon."
7. Royal Order (ab.).
8. A woody perennial plant having a trunk, commonly exceeding 10 feet in height. (Sounds tough? It isn't!)
9. Fish eggs.
10. Add "shire" to this Scotch word and you have a hardy breed of cattle developed in Scotland.
12. Girl's name.
14. School of Greek philosophers from which we take the word "stoicism."
20. To analyze a sentence, pointing out the various parts of speech.
21. Shakespearean hero, one of a famous pair of "star-cross'd lovers."
22. To cover walls or furniture with a coloring matter.
23. Plural of "penny" (English).
26. Tartar militia once prominent in Prussian armies.
31. Storage room of a ship.



32. Lucre; medium of exchange.
33. You usually find one of these in the church steeple.
34. Literature (ab.).
35. To be abounding or prolific.
36. Not bright, as of lights.
37. Consumed.
40. Goal or target.
43. Same as 4 Down.
44. Stenographer's abbreviation for "concerning."

WHO ARE THEY?

... NAME THE STARS

Last month's quiz stars must have been easy to guess—over 30 Dial readers had told us who they were by the 10th of the month. For those who missed: Loyd is the Missouri-born boy who attended Kansas City College; Aunt Martha began learning ballads in Tennessee when she was a girl.

Try these, and look for the answers in next month's Dial:

1. He's been singing since he could stand by himself on a footstool; has artistic as well as musical ability; has a remarkable sense of harmony, one that is outstanding even in a musical family. Who is he?

2. For 10 years he traveled, selling electrical supplies, before he finally decided on a career in radio, joining the staff of WHB, Kansas City, in the late 20's, as program director, and coming to Springfield with the KWTO management in 1932. Who is he?

HAPPY BIRTHDAY TO:

- | | |
|--------------------------|------------|
| Edna Boyle..... | October 5 |
| Lowell (Zed) Tennis..... | October 15 |
| Jean Scherner..... | October 23 |
| Lee Stone..... | October 30 |

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings friends!

I guess the Lord was willin' and the creek didn't rise, for here I am again, in the gypsy month of gorgeous color, when October puts on her paint-pot hues of gold and brown and red and coral and woos another lover—Jack Frost. Nothing is lovelier in all the country than the moon of Painted Leaves in the Ozarks. They talk about it all over America.

And yet to me there is a poignant sadness about fall, the dying of the verdure, the coming of winter, the wistful leaves falling to the ground. I am like the little girl in the old song: I want to "tie the leaves on so they won't fall." I wrote a little poem once, and one verse ran this way:

**"O, the summer is never long enough for me.
I hate the wild wind's icy breath,
While winter stalks to the drums of death—
O, the summer is never long enough for me."**

And that's the truth. I have never seen a summer that lasted long enough to suit me. When I was a kid I didn't want to see fall come because I didn't want to go to school. I loved books and reading better than anything in the world, but I despised school. There must have been some reason. The modern psychiatrists could have told why, but we didn't have any psychiatrists in those days, analyzing kids and finding what made them tick. It might have been a lot better if we had.

I read about the little boy who went to his first day of school and vowed he was not going back. They asked him why. He said, "Well, I can't read and I can't write and they won't let me talk—so what am I goin' fer?" I can sympathize with that kid. I can't tell you how many times I have been paddled to school. Maybe that's the reason I am so dumb!

Well, fall has its lovely charm—If it doesn't get cold too quickly as it has this fall, nothing is more beautiful than the woods and going nutting in the fallen leaves and hunting persimmons after the frost has made them delicious. I'm so fond of persimmons and nothing on this earth do I like better than paw-paws. And if I could have an old wood fireplace, then that would be the next door to paradise. But wood fireplaces have gone out of my life, perhaps never to come again. I sit by an artificial gas grate that is a poor imitation of what the good Creator intended for a fire—and there I sit and sot and set. Old Uncle Bud hated my gas grate when he used to visit me, because he "couldn't spit in it." He might as well have spit in the middle of the table!

I read a sweet thing about wood fires—It said Americans burned about 45 million cords of firewood a year, even in this day, and nearly every cord of it was in homes and not for commercial use. And it said:

"So, quietly and untroubled, draw up your chair to the fireplace and enjoy your share of this country's noble woods. Never does your room look so welcoming to friends as when the firelight flickers on the backs of books, shines on silverware and twinkles in mirrors. Do you want to listen to music? Then turn off all the lights and let the blazing logs cast their magic spell. Wood smoke smells sweetest then, pipe smoke is better, books are wisest, children are dearest with firelight dancing in their eyes. Wives are coziest then, and husbands less hard to take. There is one figure that no statistician can calculate when he assays the heating power of firewood—how much it warms the heart!"

When I was a kid, wood was two dollars a cord. Now, it sells for fifteen and last winter in Kansas City, a woman told me it was twenty dollars a cord there. You know, after all, "only God can make a tree," and it takes quite a while. He doesn't rush Himself about it. And then, nobody wants to chop wood nowadays. Nobody wants to work (including me) . . .

Well, we have to take this old world just as we find it . . . It doesn't do much good to try to change things when you are bucking the tide. We have a lot of progress, but we don't carry along the good parts of the old ways we discard. If you were building a new house and your old house had beautiful and priceless stained windows in it or lovely old walnut furniture, you wouldn't junk it, would you? You would salvage those things and bring them right along to adorn and beautify and glorify the new house.

A little boy went to church and some way his mother got to suspecting that he played hookey and didn't go, but he declared he did. Then she applied the test. She said, "What did the preacher preach about?" He said, "Well, his text was—something about—let me see—O, yes—it was 'keep your shirt on and you will get a blanket!'"

"I don't believe it," his mother said, "there's no such thing in the Bible. I'm going to call the preacher and ask him." She called the preacher and he said his text was, "Be still and the Comforter will come!"

Goodbye—and my love—

MAY

EDITOR'S COLUMN

(Continued from page TWELVE)

than you did before he dropped around . . . Ruth Sherwood, who goes out of her way to be helpful and considerate and who never says "too busy" . . . Liz Cole's keen intelligence and competence, and her apparent unawareness of her cleverness and good looks . . . Orville Price, always lending a hand with something, stopping to chat a moment and to give you an angel's smile . . . Art Johnson's ringing "Hello!" . . . My "night shift" friends—Leonard Rader of the News Room, and our special jokes about the pronunciation of "nooze" and "doobious" . . . Helen Everett, whose very presence at the nighttime switchboard puts the life of a warm personality into an almost-empty building . . . Bill Bryant, poring over his studies at the switchboard desk . . .

Jean Scherner's madonna smile and sweetness . . . The boyish intensity and grown-up keenness of Si Siman, and the laughs shared with Si and earnest, reliable John Mahaffey and Joe Slattery, whose spirits seem permanently buoyant . . . Lou Black, laughing all over his face until you can scarcely see his eyes, or lapsing into an Arkansas drawl to explain something serious . . . The crew at Inland Printing Co., another big concern with homespun ways—Bill Fisher and Fay, Del and Lee and Eddie and Mr. McClure . . . Mark Phillips, the engraver, explaining slowly and carefully why the editor's wild dream of a cover is not really practical—and then producing it anyway . . .

Reuel Haymes — how do you describe someone with whom you have worked closely for three years with never a complaint from him about the photographic load, the hurry-up orders, with never a rift of any sort because his disposition is unbelievably golden for one so talented? . . . Long talks or quick greetings with the engineers—Wallis Fender, Norman Rude, Andy Lawrence, Jim Turner, Wan Hope and Fred Diedrick . . . The kindness in every concentric line of George Rhodes' face . . . The Newsroom boys, Dick and Vern and Paul, and the amazing amount of work they turn out with undiminishing enthusiasm . . .

And R. D.—how do you describe an employer who understands you almost better than you understand yourself because he is something of a specialist in understanding and helping people? And Les Kennon, the same sort, who manages always to see the sunny, funny side of everything, and the human side, too; who has the great gift of being able to laugh at himself, and who is easier to work with than a flock of seraphim . . . June Redmond and Sue Chambers, who have been so busy learning their new

PORTSIDE PATTERN

CHARACTER SKETCHES
A LA GEORGE EARLE

Dear Editor of the Dial:

Please forgive me for I haven't had time (honestly!) to follow through with the inside dope on KWTO personalities as begun in the September issue. However, may I submit my nominations for the following titles?

Most talkative: Myrtle Dean Litle at the KWTO switchboard.

Most naive: Betty Low in the Dial office.

Most executive looking: John Mahaffey of Radiozarks, Inc.

Most charming: Lou Black, program director.

Most frugal: Slim Wilson and Ray Keltner—a tie.

Most liberal: (Editor, you'll have to leave blank space here.)

Most amusing: Doc Martin, when he's genuinely tickled.

Most handsome: (Editor, please spell my name right!)

Most gullible: Genie Cain of program department.

Most whistle-bait: Jean Scherner, Radiozark office.

Most psychic: Art Johnson, secretary-treasurer.

Most appealing to the feminine gender: Dick Buckley, announcer; tall, dark and WOW!

Most expressive: (Take a bow, Editor!)

Most able penman: Ralph Foster. (Love that name on my checks!)

Most efficient: Liz Cole, Ruth Sherwood.

Most interesting: Floyd M. Sullivan, KWTO News Editor.

Most easy-going: Bill Bailey, promotion department.

Most pleasant disposition: Alta McElroy, continuity department.

Most heart-warming smile: Orville Price, custodian.

Most timid: Thelma Robertson, of "Down Home Folks."

Most convincing: Carl Haden, Sr., announcer.

Most witty: (Modesty forbids!)

jobs in Continuity . . .

And the friends-by-mail—in Niangua and Peace Valley, Clever and Joplin and Eureka Springs and Mountain Home and almost every big and little town in the hill country, their family stories, their cat or dog stories, their good wishes that came from the deepest and warmest corners of the heart . . .

Quick, Mr. Steig. Bring on lesson-in-equanimity No. 2.

SCHEDULE FOR OCTOBER



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—George and Buster
 6:15 a. m.—Down Home Folks
 6:15 a. m.—Farm Facts (S)
 6:30 a. m.—Haden Trio
 6:30 a. m.—Robin Hood Hoedown (S)
 6:45 a. m.—Down Home Folks
 7:00 a. m.—Goodwill Family
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Yellow Bonnet Show
 7:45 a. m.—Republican Party Reports (S)
 8:00 a. m.—Johnnie Lee Wills
 8:00 a. m.—Eddy Arnold (S)
 8:15 a. m.—Bill Ring Show
 8:15 a. m.—Derrel Friend (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Jordanares (S)
 8:45 a. m.—Rev. Hitchcock (S)
 9:00 a. m.—Freddie Martin Orchestra
 9:00 a. m.—Breakfast at Keller's (S)
 9:15 a. m.—"One Man's Opinion"—ABC
 9:20 a. m.—Song of the Day
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Future Farmers of America (S)
 9:45 a. m.—Newscast
 10:00 a. m.—Saddle Rockin' Rhythm (M-W-F)
 10:00 a. m.—Robin Hood Hoedown (T-Th)
 10:00 a. m.—Meet Your Neighbor (S)
 10:15 a. m.—Kitchen Talks
 10:30 a. m.—Guide to Happier Living
 10:30 a. m.—What's New (S)
 10:45 a. m.—Slim Wilson
 11:00 a. m.—Ozark Farm Hour
 11:00 a. m.—Know Your Presidents (S)
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:30 a. m.—College of Agriculture
 11:30 a. m.—American Farmer—ABC (S)
 11:35 a. m.—Farm Hour
 12:00 noon—Lloyd Evans
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Share the Wealth
 1:00 p. m.—Navy Recruiting (S)
 1:15 p. m.—Ma Perkins
 1:15 p. m.—Guest Star (S)

1:30 p. m.—Young Dr. Malone
 1:30 p. m.—Where There's Music—ABC(S)
 1:45 p. m.—Judy and Jane
 1:50 p. m.—Missouri Football (S)
 2:00 p. m.—Chance of a Lifetime
 2:25 p. m.—White House Report—ABC
 2:30 p. m.—Korn Kobbler
 2:45 p. m.—Down Home Folks
 3:00 p. m.—Luncheon Club—ABC
 3:30 p. m.—Goodwill Family
 3:45 p. m.—Derrel Friend
 4:00 p. m.—Creamo News
 4:15 p. m.—Markets
 4:25 p. m.—Williford Says
 4:25 p. m.—Ark. Conservation Comm. (S)
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:40 p. m.—Program Notes
 4:45 p. m.—Rev. Hitchcock
 4:45 p. m.—Stars on Parade (S)
 5:00 p. m.—Jack Hunt
 5:00 p. m.—Scouting the Stars—ABC (S)
 5:05 p. m.—Albert Warner—ABC (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Meet the Band
 5:30 p. m.—Harry Wismer—ABC (S)
 5:45 p. m.—Christian Science Program (S)
 5:55 p. m.—Falstaff's Fables—ABC
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Edwin C. Hill—ABC (M-W-F)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Jack Armstrong—ABC (T-Th)
 6:30 p. m.—Buzz Adlam—ABC (S)

SUNDAY PROGRAMS

6:30 a. m.—Episcopal Hour
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 p. m.—Happy Hollis Warren
 8:00 a. m.—Sermons in Song
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Message of Israel—ABC
 9:30 a. m.—Riders of the Purple Sage
 9:45 a. m.—Haden Trio
 10:00 a. m.—Voice of Prophecy—ABC
 10:30 a. m.—Hour of Faith—ABC
 11:00 a. m.—National Guard Show
 11:15 a. m.—First Baptist Church
 12:00 noon—Public Service Program
 12:30 p. m.—Newscast
 12:45 p. m.—Drury Quarter Hour
 1:00 p. m.—Around the World—ABC
 1:30 p. m.—Mr. President—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Music of Today—ABC
 3:00 p. m.—Revival Hour—ABC
 4:00 p. m.—Lutheran Hour—ABC
 4:30 p. m.—Cavalcade of Music
 5:00 p. m.—Drew Pearson—ABC

EDITOR'S COLUMN

A CATALOG OF KWTO GOODBYES

Last Christmas a friend sent me a drawing by Steig, the cartoonist whose antic stick figures puncture the tiresome pretensions of people who take themselves too seriously. This picture is of an unlikely character who has just fallen flat on his chin in a one-point landing that leaves legs and arms flailing the upper air. In spite of his predicament, however, he is grinning so broadly that his open mouth resembles the keyboard of a grand piano, and he is saying, with happy disregard for both pain and embarrassment: "I can laugh at myself!" (He's quite a hero of mine, as is any versatile soul who can wear a chin both up and down at the same time. Try it, next time your slip shows, you greet an old friend by the wrong name, you find yourself overdrawn at the bank, or you bog down in gluey sadness over a leave-taking.)

This spunky little man with the sound philosophy has been much on my mind these past few weeks as I put this, my last issue of The Dial, together . . . As I prepared the last of the Do You Know programs that have been such a rewarding link with Dial and KWTO friends these several years . . . As I marveled for the first time at the accumulation of old letters, broken pencils, candy wrappers and small, officious bugs in my desk . . . As I otherwise prepared myself to leave KWTO and the Ozarks after 36 months that have rushed past so fast they left little whirlwinds in their wake. Uprooting can be a sorrowful thing unless you find much to laugh about, and fortunately, at KWTO, you always do.

We never realize how vegetable we are until we prepare for transplanting from native soil. Some of my roots reach deep into the hill country, into a copse of wild plum, a terrace of washed limestone where a stream runs fresh in spring, a riverbank glistening with rounded pebbles that spill down into the White, the Finley or the James, fish jumping where fallen trees lie, misshapen, under water, a sycamore-shadowed lowland where no breeze blows to stir the fragrance of wild phlox, blooming through late summer. Other roots reach out to home and close friends and the familiar neighborhood, where Gothic elms arch over the rose-brick street and small children whistle their puppies home at dusk.

And many, many roots entwine KWTO, the work, the people, the spirit of it. KWTO—did you realize?—is an anachronism in a world of chilly specialization and clockwork super-efficiency. The average "hard-head-
 (Continued on page TWELVE)



Above: New editor Bill Bailey, retiring editor Jean Kappell, Betty Low, circulation.

5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Norman Brokenshire—ABC
 6:00 p. m.—Newscast
 6:15 p. m.—Jordanaires
 6:30 p. m.—Cliche Club—ABC
 7:00 p. m.—Stop the Music—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Cross Roads, T. Malone—ABC
 9:00 p. m.—The Four Knights
 9:15 p. m.—Jimmy Blaine Show—ABC
 9:30 p. m.—Jackie Robinson Show—ABC
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Thoughts in Passing—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—Inner Sanctum—ABC
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Spotlight on Industry
 8:00 p. m.—Martha Lou Harp—ABC
 8:15 p. m.—Paul Harvey—ABC
 8:30 p. m.—Tin Pan Alley—ABC
 9:00 p. m.—United—or Not?—ABC
 9:30 p. m.—Labor-Management—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Modern Romances—ABC
 7:30 p. m.—Quick As A Flash—ABC
 8:00 p. m.—America's Town Meeting—ABC
 8:30 p. m.—The New Frontier
 8:45 p. m.—Fine Arts Quartet—ABC
 9:00 p. m.—Million Dollar Ballroom
 9:30 p. m.—Author Meets Critics—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Dr. Riepma Speaks

7:15 p. m.—Hollis Warren
 7:30 p. m.—To Be Announced—ABC
 8:00 p. m.—Detour—ABC
 8:30 p. m.—Manhattan Maharajah—ABC
 9:00 p. m.—Remember When
 9:30 p. m.—On Trial—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Modern Romances—ABC
 7:30 p. m.—Quick As A Flash—ABC
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Robt. Montgomery—ABC
 9:00 p. m.—Million Dollar Ballroom
 9:30 p. m.—To Be Announced—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—The Fat Man—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Ozzie and Harriet—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Gillette Fights—ABC
 9:30 p. m.—American Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Shoot the Moon—ABC
 7:30 p. m.—Marry-Go-Round—ABC
 8:00 p. m.—What Makes You Tick—ABC
 8:30 p. m.—Can You Top This?—ABC
 9:00 p. m.—Million Dollar Ballroom
 9:30 p. m.—Dixieland Jambake—ABC
 10:15 p. m.—Tops in Sports—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:55 p. m.—News—ABC

INSIDE STUDIO

(Continued from page TWO)

Thelma and Lonnie bought Jarrett a bicycle, but it's another case of "who gets to play with the electric train?" Lonnie's first ride on it was a wildly weaving affair that imperiled flower beds all over the neighborhood "until I finally got the darned thing stopped. Sure is fun," he's decided. "We didn't know what a bike was down where I grew up." Jarrett likes it too—when he can get it away from his pa . . .

Dick Buckley got a check for \$1.25 from Chicago and Southern Airlines with the notation, "for coffee spilled on your trousers by one of our hostesses." How's that for the power of Indiana charm? Dick swears that the hostess didn't spill the coffee—he did . . . Vern Hawkins and yours-truly see a full fall ahead, refereeing basketball games throughout the Ozarks. And speaking of Vern, did you ever hear a finer sportscast than his, anywhere? He has a nice knack for covering an amazing amount of news without sounding breathless or hurried.

KWTO TIME-BUYERS

New fall advertising schedules, using spot announcements on KWTO, have been arranged for these accounts: Pinex, Dusorb, R-V Lite, Fleischmann's Yeast, Grove's Bromo-Quinine, Four-Way Cold Tablets and Chevrolet. An interesting new offer on the Tuesday and Thursday 2:45 program featuring Lonnie, Thelma and Derrel Friend—a large assortment of spring bulbs, imported from Holland, at \$1.

FUNNY MAN

Accidental horse play on the 3:45 Derrel Friend program for Huer-Dryer-Williams: Paul Adams opened the show with "Presenting your friend and my friend, Derrel Friend." Then Derrel came on with, "and that other fine fellow, **Buster Fellows**." Then Buster with, "You're right—and **Bob White**." Paul asked Dale Parker if he didn't have something to say. "Sure," quipped Parker. "Up and Adams."

FAIR AND WARMER

(Continued from page SIX)

to the boat and the anticipation of the next cast you'll find that tired feeling gone and replaced with a zest for excitement, for who knows just what will hit next as your plug strikes near that log, rock, or tree root?

Along each side of the churning, swirling river there is an endless panorama of rugged Ozarks bluffs and wooded dells. And when the night shadows start to fall, the flotilla glides up on a clean white gravel bar and the guide starts a camp fire while cots are arranged for sleeping. The tang of the cool night air, the smell of frying bacon or fish develops an appetite like you have never known before, and you drift off to dreamland out there under the stars and a big yellow Ozark Harvest Moon. You're enjoying a taste of heaven here on earth!

COME RIGHT IN

(Continued from page FIVE)

aqua trim on the built-in cabinets and an aqua tint on the blond doors, one leading into a utility room in knotty pine.

The Davisons' bedroom is especially attractive. Two walls are done in dusty green, the other two in a holly-patterned white paper in three shades of green accented with red berries. Mary has chosen white nylon with red fringe for draperies and bedspreads, trimmed a red chair in white and used hunter's green throw rugs, a modern combination of colors that is particularly effective with streamlined blond furniture. Forest scenes paper two walls of the guest room,

HOMEMAKERS**PAT WINS PRIZE**

"Rockin' Rhythm," the walking horse mare owned by Lou Black and R. D. Foster, captured two blue ribbons at the Webster County Fair in Marshfield last month, one of them in the stake class. But the blue ribbon that gets all the attention in the Black household is the one Pat won at the same fair with her chiffon cake, the first fair entry she ever made.

"The ribbon hangs on the kitchen wall," Pat reports, "and if anybody doesn't notice it, I wave it at them!"

Pat's cake specialty is so moist that it lasts for days—"We ate off the winning entry a week later." Here's her recipe:

Heat oven to 325 degrees F. Sift together these level measurements:

2¼ cups sifted cake flour

1½ cups sugar

3 tsps. baking powder

1 tsp. salt

Make a well in the middle of the dry ingredients and add:

½ cup vegetable oil

5 unbeaten egg yolks

¾ cup cold water

2 tsps. vanilla

1 tsp. either of lemon juice, or grated lemon rind, or almond or walnut flavoring, or any flavoring you prefer.

Beat this mixture with a spoon until very smooth.

Separately, whip a cup of egg whites (7 or 8,) and ½ tsp. cream of tartar, until they are so stiff they stand in peaks. Fold into the first mixture gradually (do not stir). Bake in an ungreased angelfood pan 55 minutes at 325 degrees, then increase heat to 350 and bake another 10 or 15 minutes. Then suspend the pan upside down, immediately, supporting it in midair with a pop bottle through the center hole. When cool—45 minutes to an hour—loosen the sides and take out.

The cake may be iced; or it may be uniced and served with fresh fruit and whipped cream; or it may be sliced in layers spread with jelly. Pat's prizes, besides her cherished blue ribbon, were \$1, 25 lbs. of flour and a silver cake dish.

the other walls are finished in pale yellow with oyster color draperies, and accents, in bedspread, boudoir chair and rugs, are hunter's green and chartreuse. The same scenic paper has been used in the bath.

Mary and Ellis are agreed that "when you see so much of the work that goes into finishing a home, and do so much of it yourself, it's really an incentive to keeping it spotless."

INQUIRING REPORTER

Betty Low: Do you think you may be called to the armed services? What is your present standing? How do you feel about the situation in Korea?

Bob White: I was classified 1-C when I was separated from the Army after 26 months' service, 19 of them in Europe, and am not in the reserve. I don't suppose a lot of fellows with wartime experience are downright eager for more of it if they have families, but certainly there aren't many, either, who would question it if they were needed. The Korean thing looks like the start of a long, drawn-out contest. I'm just glad that so many nations respect freedom enough to believe as we do right now.

Junior Haworth: I haven't been in the reserve since last March, and had a sergeant's rank then, but the Air Force may call me because I had 36 months' experience, part of it as an instructor in armament. I'd be back in a minute if it wasn't for family responsibilities. Air Force life is really a fine experience because morale is so high and the sense of teamwork, of everybody pulling together to accomplish necessary work, is terrific. Korea? I hope, like everybody else, I guess, that it won't spread.

Joe Slattery: There's no telling if I'll be called. As a reserve captain, adjutant of the Springfield Air Force Reserve squadron, I'm certainly subject to call, but I'm just a run-of-the-mill airplane driver and haven't flown in five years. It wouldn't be as interesting, and there'd be no flight pay, but I suppose my principal usefulness, now, would be as an administrative or public information officer. About Korea — we've been listening to a lot of broadcasts direct from the United Nations, up in the program department, and they are really inspiring. Certainly it's hopeful that so many countries are yielding up a portion of their sovereignty to an international body aimed at putting down aggression and trying to enforce peace. It will be wonderful if the United Nations can build up a sufficient police force to defend free ways of life.

Don Dailey: I'm now in the Naval Air Corps Reserve (thanks to Mrs. Editor and the garlic) and expect to be called anytime between now and next March. I was 17 when the last war ended—too young to be in it. After listening to UN broadcasts these past few weeks, I'd say Korea is only a prelude—perhaps a long one—to several such contrived or aggravated incidents that will eventually bring on world conflict. It seems inevitable, unless some Power greater than ourselves take a hand. Or unless diplomats and statesman of all nations find a way to call a halt to the age-old gambling

HILLOSOPHY

... BY FLOYD SULLIVAN

Here it is, October again—an' it's already gettin' so nippy some mornin's, 'specially when th' fog's hangin' low in th' valleys, that I've been kindlin' up a few corn cobs in th' fireplace to sorta take th' dampness outa th' house.

Already th' Never Silent Partner has started naggin' 'cause I ain't got enough wood bucked up fer Winter. An' I'll have to admit that I'm about three cords behind on my cook-stove wood splittin', but that's 'cause it's been such a rainy summer that it wuz mighty nigh impossible to split that water-soaked black-jack stuff. But I'm purty well caught up on my fireplace fuel—plenty uv good back-logs, front chunks an' even split-cedar kindlin'. 'Course, I've still got to tote it in th' woodshed an' rick it up, but I can do that on Sunday mornin's while th' Never Silent Partner's at church prayin' fer me an' my dog, Laddie.

Seems to me like th' shucks on th' corn is sorta heavy this fall an' th' squirrels is workin' like all get-out storin' up walnuts, hickory nuts an' acorns. To my way uv thinkin', that's a mighty good sign that we're in fer a long, hard winter. Besides, Laddie has mighty nigh shed all his summer coat an' his new hair is comin' in thicker'n hog bristles.

I reckon back when I wuz a young'n growin' up, Pa always said, 'long about this time uv year; "Feel th' hound afore you go to town." By that he meant if n' th' hound's coat wuz heavier'n seasonal, it'd be smart to buy more staples at th' village, 'cause we wuz goin' to have a hard winter an' there'd be lotsa days when th' roads would be so bad we couldn't get to th' store.

Anyway, I love th' fall, down here in th' Ozarks, when th' trees take on their dress uv red and gold. Ever since I wuz a young'n gatherin' violets in spring, fishin' an' swimmin' in summer, gatherin' nuts in th' fall er trappin' an' huntin' in winter, I've done my level best to figure out which one uv th' four seasons I liked best. An' now, after better'n half a century uv puzzlin', I've jest quit worrin' an' started thankin' God each morning' at sunrise that I wuz born in th' Ozarks an' wuz always too dumb to get fer frum home.

of people in power with lives and destinies of those who have no voice in their own affairs.

DEAR DIAL:QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS

Q. Is Jimmy Haden engaged? Is he through school yet? What was wrong with Uncle Carl that he was in the hospital? What color is Slim Wilson's hair? (E. M., West Plains, Mo.)

A. Jimmy is not engaged; is not in school now. You must be thinking of somebody else's Uncle Carl—our own is hale and hearty. Slim's gently waving locks are a dark brown.

Q. What was Junior Haden's wife's maiden name? Her age? Didn't they marry about the time the Hadens left the air? (Mrs. M. J., Harrison, Ark.)

A. Junior's wife is the former Doris Starns. She is 20, and they did marry shortly after the Hadens left the air.

Q. How old are Bob and Waneta White, Merle Martin and Buster Fellows? How tall are Junior Haworth, Bob White and Doc Martin? (La V. S., Berryville, Ark.)

A. Bob is 31 and 5 feet, nine inches tall; Waneta is 29; Merle is 27; Buzz is 40. Junior is 5 feet 9 inches and 27 years old; Doc is 5 feet, 10 inches.

Q. Where is Ted Henderson who used to work on KWTO? How about a picture of all the people who work on Bride and Groom? (B. J. B., Anderson, Mo.)

A. Ted was in Shreveport when last heard from. We do have a picture of John Nelson, and perhaps can print it soon.

Q. How old is Pat Evans? Where is Penny Nichols? Shorty and Sue? Can we have a picture of Curley and Cousin Elmer in the Dial? (Mrs. W. S., Crocker, Mo.)

A. Pat, Lou Black's wife, is 25. Penny has joined her husband in St. Louis. Shorty and Sue are still living on their farm at Walnut Grove. He is now in Phoenix, Ariz. We don't know who Curley and Cousin Elmer are, and are unable to print. In The Dial, pictures of persons not on KWTO.

Q. Has Mary Haden any children? Junior and his wife? Is Jimmy married? Where is Goo-Goo? (D. M., Ava, Mo.)

A. Mary Haden has no children; Junior has one; Jimmy is unmarried. Goo-Goo is driving a taxi in Springfield and making personal appearances.

Q. How old is Don Dailey and where is his home town? (R. G., Billings, Mo.)

A. Don is 24, a Marshfield, Mo., boy.

Q. Where is Lexie White? What happened to the Bybee Sisters who used to be on KWTO? (Mrs. O. I., Everton, Mo.)

A. Lexie has moved back to St. Louis—his parents and two children live near there. Both Bybee girls are married and living in

Kansas City, and Millie is doing radio work.

Q. Are Aunt Martha and Uncle Carl Haden related? How old is Uncle Carl? How about a picture of the Ozark Farm and Home Hour? (Rev. E. B., Jethro, Ark.)

A. Aunt Martha and Uncle Carl are no kin. He is 42. We'll give that picture request to our photographer, Reuel Haymes.

Q. Is Chester Atkins married and has he a daughter? How old is Thelma Robertson? Was Dale Parker once married to the former Pat Evans? (Mrs. E. L., West Plains, Mo.)

A. Chet married one of radio's Johnson twins, formerly on WLW, and Jethro of Homer and Jethro married the other. Fern and Chet have a daughter, Merle, three and a half, whose picture appeared in the April Dial. Thelma is 39. Neither Dale Parker nor Pat Evans has been married.

Q. Do Slim Wilson and George Rhodes sing with the Robin Hood program and does this program come direct from Springfield? (Mrs. W. B., Richland, Mo.)

A. Slim, Zed Tennis, Bob White and Joe Slattery are the KWTO staffers you hear on the Robin Hood Hoedown. We are very proud of the fact that these programs are transcribed right here in the studios at KWTO for use on more than 30 stations throughout the middle west and south. They are transcribed once a month, 12 at a time, with George Morgan coming here from Nashville for the recording sessions.

Q. Why doesn't Mama Haden sing with the family anymore? (M. D., Rolla, Mo.)

A. She finds her role of wife and mother a full-time job.

Q. When can we have a picture of George Morgan's wife and baby? Will Sgt. Preston be back on KWTO? (F. D. A., Ava, Mo.)

A. We've requested the picture. Sorry. Sgt. Preston won't return to us this fall.

Q. How many children does Zed Tennis have? Did Shorty play in any movie other than Eldorado Pass? Is Lou Black going to quit announcing? (D. B., Rich Hill, Mo.)

A. Zed and Marge have two boys, he has two daughters by a previous marriage. Shorty made just one movie. Lou is too busy with duties as program and talent director for announcing.

Q. Where are Virgil Phillips and his horn? (A. C., Peace Valley, Mo.)

A. Virgil works with his brother, Mark Phillips, of Phillips Engraving Co., and one of their accounts is The Dial. They make our fine cuts from Reuel's photographs and do the "separations", as they are called, for our two-color covers.

KOREAN CRISIS

KWTO INCREASES NEWS COVERAGE

A vast section of southwest Missouri and northern Arkansas looks increasingly to KWTO, with the largest news staff in the Ozarks area, for up-to-the-minute coverage at times when U. S. troops are engaged on foreign battle fields. There are many good weekly newspapers, but comparatively few dailies in the KWTO area, considering the size of the region (81 counties and well over 30,000 square miles). Subscribers on rural routes, if they do take a daily paper, often do not get a morning paper until noon, or an evening paper until the following day. Yet the pace of modern warfare is such that strategic points on any battle front may be won or lost in a matter of hours.

Accordingly, KWTO News Chief Floyd Sullivan has geared his staff and newscast schedule to the pattern followed in World War II. The News Room is working 6 a. m. to 10:30 p. m. seven days a week. Smaller and less important local and regional stories are culled from the major newscasts and included in the 5:15 News-ettes, allowing more time for full coverage of events in Korea.

Increasingly more coverage is given to the United Nations, both the Security Council, and now, the General Assembly. This is done not only because what happens there has direct bearing on troops in the field, but because the U. N. seems to have been strengthened, by the Korean War, toward its goal of setting up international police forces to be used against aggressors anywhere in the world.

"The most hopeful development of the past two months," Sully believes, "is the manner in which the United States and other democratic nations are acting collectively, through the U. N., instead of making independent decisions and acting unilaterally."

This important change has been made in KWTO's Sunday newscasting: News that was formerly heard a half hour later has been moved up to conform with the week-day schedule. You are getting 7:30 a. m. Sunday news sponsored by MFA Milling Co.; 12:30 Sunday news sponsored by Jared Bros. Furniture Co.; a new 6 p. m. Sunday newscast sponsored by Fred McMahon Appliance Co. The 10 p. m. Sunday news is sponsored by Paul Miller Farm and Home Agency. And in addition to these changes, you will be interested in the ABC World News Roundup every Sunday at 1 p. m. over KWTO. Pearson, Don Gardner's Monday Morning Headlines, and Winchell remain in their customary spots on Sunday.

Monday night brings news analyst Paul Harvey, via ABC-KWTO, at 8:15, and United or Not, an interesting program of interviews with the United Nations delegates, at 9. Edwin C. Hill, dean of network commentators, is sponsored on ABC-KWTO by Pan-American Coffee Bureau (Mon., Wed. and Fri.) and the Dolcin Co. at 6:15 p. m.

Other KWTO News sponsors: Butternut Coffee and Lipscomb's Grain and Seed Co. alternating at 7:30 a. m. through the week; Williams Lumber Co. and Mrs. Tucker's Shortening alternating at 9:45; MFA Milling Co. at 12:30 noon; Creamo Margarine in the spot it has held for many years at 4 p. m.; People's Outfitting Co., with the Newsettes, at 5:15; Ozark Motor and Supply Co. at 6 p. m. and Mid-Continent Oil Co., alternating with Campbell 66 Transfer Co., at 10 p. m. Additionally, ABC has late 5-minute news round-ups at 10:55 and 11:55.



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★ **THEIR POPULARITY PROVES THE OLD SONGS ARE OZARKS FAVORITES**

There is nothing pretentious about the singing of Lonnie and Thelma Robertson and Derrel Friend. Lutie, Mo., close to the Arkansas line is home to the Robertsons, Derrel hails from Mountain Grove, and all three enjoy the same sacred songs and ballads, the same fiddle tunes their parents and grandparents were so fond of. These are the simple, homespun harmonies they present

for Quisenberry Mills at 6:15 a. m., for Busy Bee at 6:45 a. m., later on the Farm Hour, and at 2:45 p. m. sponsored by REA Mon., Wed. and Fri. Derrel heads the talent list on two other programs: At 6 a. m. for D-Con, and at 3:45 p. m. for Huer-Dryer-Williams Shoe Stores, with Bob White, Buster Fellows Dale Parker. And he plays unusually expressive guitar—yes?